



Public Service Commission of Wisconsin

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Public Service Commission of Wisconsin
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May 16, 2008

To: Providers with numbering resources in the 715 & 920 area codes

Re: Investigation of Area Code Relief for the 715 Area Code in Northern Wisconsin 5-TN-100

Investigation of Area Code Relief for the 920 Area Code 5-TN-106

Area Code Relief Implementation - Data Request

The April 2008 area code forecasts indicate that both the 715 and 920 area codes have experienced modest gains in their projected lives. The 715 area code is now expected to exhaust in the first quarter of 2011, while the 920 area code is expected to exhaust in the fourth quarter of 2011.¹ Despite these welcome changes, both area codes remain subject to relief planning efforts and are currently expected to exhaust within nine months of each other.

The North American Numbering Plan Administrator (NANPA) has indicated that the nearly coincidental exhaust of two adjacent area codes is unique to Wisconsin. The 715 and 920 area code boundaries are contiguous for a couple hundred miles from Coloma to Peshtigo. The geographic proximity of these areas, the temporal proximity of relief, the customer education efforts that will be needed and the potential for dual (possibly overlapping) permissive dialing periods for these relief efforts (whether overlays or splits) may create some special concerns or technical challenges related to the implementation of the new area codes.

Industry has proposed an overlay as its preferred method of relief for both the 715 and 920 area codes² and has broadly addressed some implementation and scheduling matters. However, because geographic splits for 715 and 920 remain “on the table” as potential relief options, and in light of the contiguous areas of these two codes and the timing issues described above, staff of the Public Service Commission (Commission) believes it is important to obtain information related to the potential challenges associated with implementing nearly coincidental relief in the 715 and 920 area codes. These issues were not fully fleshed out in the relief petitions, industry comments or the hearing record.

¹ The October 2007 area code forecasts indicated that the 715 area code would exhaust in the fourth quarter of 2010, while the 920 area code would exhaust in the second quarter of 2011.

² Although an overlay is the consensus proposal in the NANPA relief petitions filed with the Commission, some telecommunications providers have expressed a preference for a geographic split.

Please address any **customer education and/or implementation issues** that may arise for your company that are specific to the following scenarios:

- A. An overlay is selected as the Commission's preferred method of relief in both area codes.
- B. An overlay is selected as the Commission's preferred method of relief in one area code while a split is selected for the other area code.
 - 1. In the split area code, the section along the current 715/920 boundary is assigned the NEW area code.
 - 2. In the split area code, the section along the current 715/920 boundary retains the EXISTING area code.
- C. A split is selected as the Commission's preferred method of relief in both area codes.
 - 1. Along the current 715/920 boundary, the NEW area code is assigned on each side of the boundary.
 - 2. Along the current 715/920 boundary, a NEW area code assigned to one side of the boundary line and the EXISTING area code is retained on the other side.
 - 3. Along the current 715/920 boundary, the EXISTING area codes are retained on each side.
- D. Miscellaneous.
 - 1. In addressing these issues, please indicate if your company's concerns differ based on whether the 715 or 920 relief effort takes place first.
 - 2. Does your company have any particular concern about having relief efforts for the 715 and 920 area codes happening in such a close timeframe?
 - 3. Are there any particular problems that may arise for your company if any of the implementation periods for the 715 area code overlap with the implementation periods for 920?
 - 4. If so, what implementation steps (if any) should not overlap? Why?

Industry's input is very important to staff and may help to ensure a smooth transition once relief decisions are made and the implementation process begins.

If you have perspectives to offer on these matters, **please respond to this data request no later than June 13, 2008**. Your response should be submitted via Commission's Electronic Regulatory Filing System (ERF), under docket 5-TN-100. The ERF system is available from the Commission's website at <http://psc.wi.gov>.

Dockets 5-TN-100, 5-TN-106

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Thank you in advance for your attention to this data request. Please feel free to contact the case coordinator, Kathleen Bakke, by telephone at (608) 267-9254, or via e-mail at kathleen.bakke@psc.state.wi.us, with any questions that you may have concerning this request.

Sincerely,

/s/ *Gary A. Evenson*

Gary A. Evenson
Administrator
Telecommunications Division

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cc Brian Rybarik, WSTA